

Natalie Mizik
Professor of Marketing
J. Gary Shansby Endowed Chair in Marketing Strategy
Foster School of Business, UW
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March 2020

Education:

Ph.D., Marketing, University of Washington, Seattle, 2002
M.S., Economics, Moscow State Institute of International Relations (MGIMO University), Moscow, Russia, 1995

Academic Employment:

2014-present UW-Seattle, Foster Business School, Professor of Marketing, J. Gary Shansby Endowed Chair in Marketing Strategy
2012- 2014 UW-Seattle, Foster Business School, J. Gary Shansby Associate Professor of Marketing
2011- 2012 UNC-Chapel Hill, Associate Professor of Marketing and Sarah Graham Kenan Scholar
2010- 2011 MIT Sloan School of Management, Visiting Associate Professor of Marketing
2007- 2011 Columbia Graduate School of Business, Gantcher Associate Professor of Business
2002- 2007 Columbia Graduate School of Business, Assistant Professor of Marketing

Academic Awards, Honors, and Service:

2020 2020 Marketing Strategy Consortium, Faculty Fellow (Austin, TX)
2019 ISMS INFORMS Doctoral Consortium faculty (2019-Rome)
2019 Dean's Award for Excellence in Graduate Teaching, UW Foster School
2018 Robert M. Bowen EMBA Excellence in Teaching Award, UW Foster School
2018 Doctoral Business Student Association (DBSA) Faculty Mentor Award in Marketing
2017 2017 Adobe Data Science Research Award
2017 UW Population Health Initiative, grant to study "Caring Letters After the War: Veterans Writing to Veterans to Prevent Suicide," Co-PI
2017, 2014, 2013 Teaching Excellence Award, UW TMMBA
2017-2018 Treasurer ISMS INFORMS
2016 Nominated for the University of Washington Distinguished Teaching Award, the highest teaching distinction a faculty member can receive at the U of Washington
2012-2016 Faculty of the Quarter teaching awards, UW TMMBA program
2015 AMA Distinguished Service Award
2015, 2014, 2012, AMA Consortium Faculty – AMA Sheth Foundation Doctoral Consortium
2009, 2008, 2007 (2015-LBS, 2014-Kellogg, 2012-UW, 2009-GSU, 2008-UMC, 2007-Arizona)
2012-2015 AMA Academic Council, Member
2013-2014 ISMS Liaison Officer, INFORMS Subdivision Council
2012 AMA Erin Anderson Award for an Emerging Female Marketing Scholar and Mentor
2012 Journal of Marketing Research, JMR, William F. O'Dell Award, Finalist
2011 Varadarajan Award for Early Career Contributions to Marketing Strategy Research, American Marketing Association, Strategy SIG
2011, 2009 MSI, Robert D. Buzzell Best Paper Award, Winner (2011), Finalist (2009)

2011	Nominated for the <i>Excellence in Teaching Award</i> , MIT Sloan School of Management
2011, 2009	Journal of Marketing Research, JMR, Paul E. Green best paper Award, Finalist
2011, 2010, 2009, 2008	Voted by the 2 nd -year graduating Columbia MBA students favorite core professor and attended as a guest of honor to lead pre-graduation Capstone Meeting (voted in every year the program was in place)
2009-2012	Marketing Accountability Standards Board (MASB), Charter Director and Project Co-Lead (2009-2011), Advisory Council (2011-2012)
2009	John D.C. Little Best Paper Award, Finalist
2009	Marketing Association of Columbia <i>Most Engaging and Dynamic Professor</i> and <i>Best Marketing Class Taken at CBS</i> Teaching Award for the Core MBA Marketing Strategy course
2005	MSI third biennial Young Scholars Program
2001, 2000	ISBM Award Winner (2001), Honorable Mention (2000)

Publications:

Liu, Liu, Daria Dzyabura, and Natalie Mizik (2019), “Visual Listening In: Extracting Brand Image Portrayed on Social Media,” *Marketing Science*, *forthcoming*

- Best Paper award at the Sixth China Marketing International Conference (CMIC), Shanghai, July 2018

Kothari, S.P., Natalie Mizik, Sugata Roychowdhury (2016), “Managing for the Moment: Role of Real Activity Manipulation versus Accruals in SEO Over-Valuation,” *The Accounting Review*, 91 (2), 559-586

Mizik, Natalie (2014), “Assessing the Total Financial Performance Impact of Brand Equity with Limited Time-Series Data,” *Journal of Marketing Research*, 51 (6), 691-706

- 2011 Robert D. Buzzell MSI Best Paper Award Winner

Moorman, Christine, Simone Wies, Natalie Mizik, and Fredrika Spencer (2012), “Firm Innovation and the Ratchet Effect among Consumer Packaged Goods Firms,” *Marketing Science*, 31 (6), 934–951

Sismeiro, Catarina, Natalie Mizik, and Randolph Bucklin (2012), “Modeling coexisting business scenarios with time-series panel data: A dynamics-based segmentation approach,” *IJRM, International Journal of Research in Marketing*, 29 (2), 134–147

Knowles, Jonathan, Isaac Dinner, and Natalie Mizik (2011), “Why Fusing Company Identities Can Add Value,” *Harvard Business Review*, 89 (September), 26

Mizik, Natalie (2010), “The Theory and Practice of Myopic Management,” *Journal of Marketing Research*, 47 (4), 594-611

- 2011 Paul E. Green Award Finalist for the JMR paper with the most potential to contribute to the practice of marketing research and research in marketing

Jacobson, Robert and Natalie Mizik (2009), “The Financial Markets and Customer Satisfaction: Re-examining Possible Financial Market Mis-Pricing of Customer Satisfaction,” *Marketing Science*, 28 (5), 810-819

- lead article with invited commentaries

- 2009 John D.C. Little Award Finalist for best paper in the Marketing Sciences Literature
- 2009 Robert D. Buzzell MSI Best Paper Award Finalist

Jacobson, Robert and Natalie Mizik (2009), "Customer Satisfaction-Based Mispricing: Issues and Misconceptions," *Marketing Science*, 28 (5), 836-845

Mizik, Natalie and Robert Jacobson (2009), "Valuing Branded Businesses," *Journal of Marketing*, 73 (6), 137-153

Mizik, Natalie and Robert L. Jacobson (2009), "The Financial Markets Research in Marketing," *Journal of Marketing Research*, 46 (3), 320-324

Mizik, Natalie and Robert L. Jacobson (2008), "The Financial Value Impact of Perceptual Brand Attributes," *Journal of Marketing Research*, 45 (1), 15-32

- 2012 William F. O'Dell award Finalist for article published in 2008 that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice
- 2009 Paul E. Green Award Finalist for the JMR paper with the most potential to contribute to the practice of marketing research and research in marketing

Mizik, Natalie and Robert L. Jacobson (2007) "Myopic Marketing Management: Evidence of the Phenomenon and Its Long-Term Performance Consequences in the SEO Context," *Marketing Science*, 26 (3), 361-379

Mizik, Natalie and Robert L. Jacobson (2007), "The Cost of Myopic Management," *Harvard Business Review*, 85 (July-August), 22-24

Manchanda, Puneet, Dick R. Wittink, Andrew Ching, Paris Cleanthous, Min Ding, Xiaojing J. Dong, Peter S. H. Leeftang, Sanjog Misra, Natalie Mizik, Sridhar Narayanan, Thomas Steenburgh, Jaap E. Wieringa, Marta Wosinska, Ying Xie (2005), "Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry," *Marketing Letters*, 16 (3-4), 293-308

Mizik, Natalie and Robert L. Jacobson (2005), "Talk about Brand Strategy," *Harvard Business Review*, 83 (October), 24-26

Pauwels, Koen, Imran Currim, Marnik G. Dekimpe, Eric Ghysels, Dominique M. Hanssens, Natalie Mizik, Prasad Naik (2005), "Modeling Marketing Dynamics by Time Series Econometrics," *Marketing Letters*, 15 (4), 167-183

- lead article

Mizik, Natalie and Robert Jacobson (2004), "Are Physicians 'Easy Marks'? Quantifying the Effects of Detailing and Sampling on New Prescriptions," *Management Science*, 51 (12), 1704-1715

- 2001 ISBM Award Winner

Mizik, Natalie and Robert Jacobson (2003), "Trading Off between Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis," *Journal of Marketing*, 67 (January), 63-76

- 2000 ISBM Award Finalist

Books:

Mizik, Natalie and Dominique Hanssens, eds. (2018). Handbook of Marketing Analytics with Applications in Marketing, Public Policy, and Litigation. Elgar Publishing, March 2018

Book Chapters:

Hanssens, Dominique M., Lorenzo Michelozzi, Natalie Mizik (2019), “Brand Value, Marketing Spending, and Brand Royalty Rates” in Steckel and Gersen, Eds. Legal Applications of Marketing Theory. Cambridge University Press, *forthcoming*

Natalie Mizik, and Eugene Pavlov (2018), “Panel Data Methods in Marketing” in Mizik and Hanssens, Eds. Handbook of Marketing Analytics. Elgar Publishing

Mizik Natalie and Robert Jacobson (2018), “Panel Data Models for Evaluating Effectiveness of Direct-to-Physician Pharmaceutical Marketing Activities” in Mizik and Hanssens, Eds. Handbook of Marketing Analytics. Elgar Publishing

Mizik Natalie and Eugene Pavlov (2018), “Measuring Financial Impact of Brand Equity” in Homburg, Christian, Martin Klarmann, and Arnd Vomberg, Eds. Handbook of Marketing Research. Springer

Mizik, Natalie (2012), “How to Better Value Branded Businesses: A Conditional Multiplier Approach,” book chapter in Shankar Ganesan, Eds. Handbook of Marketing and Finance. Edward Elgar Publishers

Mizik, Natalie and Robert Jacobson (2004), “Stock Return Response Modeling,” book chapter in Christine Moorman and Donald R. Lehmann, Eds. Assessing Marketing Strategy Performance, Cambridge, MA: MSI Marketing Science Institute, 29-46

Working Papers and Papers under Review:

Artz, Martin, Natalie Mizik (2018), “How Incentives Shape Strategy: The Role of CMO, CEO, and CFO Compensation in Inducing Marketing Myopia”

Pavlov, Eugene and Natalie Mizik (2020), “Brand Political Positioning: Implications of the 2016 US Presidential Election”

Pavlov, Eugene, Dinner, Isaac, Jonathan Knowles, Natalie Mizik (2019), “Branding a Merger: Implications for Merger Valuation and Future Performance”

Mizik, Natalie and Doron Nissim (2012) “Accounting for Marketing Activities: Implications for Marketing Research and Practice”

Jacobson, Robert and Natalie Mizik (2009) “Assessing the Value-Relevance of Customer Satisfaction”

Research in Progress:

Reger, Mark, Carter, Leitner, Ton, Gebhardt, Buchholz, Rojas, Zoellner, & Mizik, “Caring Letters After the War: Veterans Writing to Veterans to Prevent Suicide”

Pavlov, Eugene and Mizik, Natalie, “‘Values’ Voters and Their Brands”

Mizik, Natalie, “Company Actions and Consumer Perceptions of Corporate Social Responsibility: Impact on Firm Financial Performance”

Mizik, Natalie, “Focus on Differentiation: Understanding the Market Anomaly”

Mizik, Natalie and Robert Jacobson, “Strategy in Recession: The Role of Marketing”

Mizik, Natalie (2011), “Tobin’s Q: The Theoretical Construct and Its Use and Validity in Marketing Applications”

Dinner, Isaac and Natalie Mizik (2011), “Communicating with the Financial Markets: The Role and the Value of Non-Financial Information in Marketing Metrics,” supported by **MSI grant #4-1455**

Published Cases for MBA teaching:

Mizik, Natalie (2016), “*Emue: A Solution to Raising Credit Card Fraud?*” June 1, 2016

Mizik, Natalie (2010), “*The Pharmaceutical Industry Interactions with Physicians: The Cost, the Ethics, and the Patient Welfare,*” Columbia Business School Case ID# 100513, published December 6, 2010

Dore, Blair and Natalie Mizik (2010), “*Time Inc.*” Columbia Business School Case ID# 100512, published November 23, 2010

Mizik, Natalie (2010), “*How to Better Value Branded Businesses,*” Columbia Business School Case ID# 100502, published January 27, 2010

Mizik, Natalie (2009), “*Sonance (B),*” Columbia Business School Case ID# 080515B, published September 23, 2009

Mizik, Natalie (2009), “*Sonance at a Turning Point. Teaching Note,*” Columbia Business School, Case ID# 080515TN, published August 31, 2009; revised June 3, 2018

Mizik, Natalie and Paul Glasserman (2009), “*Does Detailing Pay? Teaching Note*” Columbia Business School, Case ID# 090202TN, published July 28, 2009

Mizik, Natalie and Paul Glasserman (2009), “*Does Detailing Pay?*” Columbia Business School, Case ID# 090202, published February 23, 2009, revised July 28, 2009

Mizik, Natalie (2008) “*Sonance at a Turning Point,*” HBR Product #: CU140-PDF-ENG, Columbia Business School, Case ID# 080515A, published October 23, 2008; revised February 25, 2018

- included in the 13th edition of Kerin and Peterson, “Strategic Marketing Problems: Cases and Comments” (Pearson/Prentice Hall).

Published Research Reports:

Liu, Liu, Daria Dzyabura, and Natalie Mizik (2020), “Visual Listening In: Extracting Brand Image Portrayed on Social Media,” *Marketing Science Institute* Research Report No. XX-XXX-XX, *forthcoming*

Artz, Martin, Natalie Mizik (2018), “How Incentives Shape Strategy: The Role of CMO and CEO Equity Compensation in Inducing Marketing Myopia,” *Marketing Science Institute* Research Report No. 18-105-03

Mizik, Natalie and Doron Nissim (2011) “Accounting for Marketing Activities: Implications for Marketing Research and Practice,” *Marketing Science Institute* Research Report No. 11-103

Mizik, Natalie, Jonathan Knowles, and Isaac Dinner (2010), “Value Implications of Corporate Branding in Mergers,” *Marketing Science Institute* Research Report No. 10-119

Mizik, Natalie (2009) “Assessing the Total Financial Performance Impact of Marketing Assets with Limited Time-Series Data: A Method and an Application to Brand Equity Research,” *Marketing Science Institute* Research Report No. 09-116

- 2011 Robert D. Buzzell MSI Best Paper Award Winner

Isaac Dinner, Natalie Mizik, Don Lehmann (2009) “The (Unappreciated) Value of Marketing,” *Marketing Science Institute* electronic Research Report No. 09-204

Mizik, Natalie (2009), “The Theory and Practice of Myopic Management,” *Marketing Science Institute* electronic Research Report No. 09-203

Mizik, Natalie and Robert Jacobson (2008) “Valuing Branded Businesses,” *Marketing Science Institute* Research Report No. 08-115

Mizik, Natalie and Robert Jacobson (2008) “Earnings Inflation through Accruals and Real Activity Manipulation: Its Prevalence at the Time of an SEO and the Financial Market Consequences,” *Marketing Science Institute* electronic Research Report No. 08-202

Sismeiro, Catarina, Natalie Mizik, and Randolph Bucklin (2008) “A New Dynamics-based Segmentation Approach for Maximizing Long-term Marketing Impact,” *Marketing Science Institute* Research Report No. 08-109

Jacobson, Robert and Natalie Mizik (2007) “The Financial Markets and Customer Satisfaction: Re-examining the Value Relevance of Customer Satisfaction from the Efficient Markets Perspective,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 3, Report No. 07-115

- 2009 Robert D. Buzzell MSI Best Paper Award Finalist

Mizik, Natalie and Robert L. Jacobson (2006) “Myopic Marketing Management: The Phenomenon and Its Long-Term Impact on Firm Value,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 1, 3-21, Report No. 06-100

Mizik, Natalie and Robert Jacobson (2005), “How Brand Attributes Drive Financial Performance,” Cambridge, Mass.: MSI *Marketing Science Institute* Working Paper Series, Issue 3, 21-39, Report No. 05-111

Mizik, Natalie and Robert Jacobson (2004), “Are Physicians ‘Easy Marks’? Quantifying the Effects of Detailing and Sampling on New Prescriptions,” Cambridge, Mass.: MSI, *Marketing Science Institute* Working Paper Series, Issue 1, 129-151, Report No. 04-105

Mizik, Natalie and Robert Jacobson (2002), "Trading Off Value Creation and Value Appropriation: The Financial Implications of Shifts in Strategic Emphasis," Cambridge, Mass.: MSI *Marketing Science Institute*, Report No. 20-114

Other Publications:

Artz, Martin and Natalie Mizik (2018), "Executive Equity Compensation Drives Earnings Inflation," *Columbia Law School's Blog on Corporations and the Capital Markets*, April 5, 2018.
<http://clsbluesky.law.columbia.edu/2018/04/05/executive-equity-compensation-drives-earnings-inflation/>

Mizik, Natalie (2005), "Are Physicians Easy Marks? A Closer Look at Pharmaceutical Marketing Practices," *Hermes* (Summer), 10-12

Competitive Grants:

- 2017 Population Health Initiative, UW grant (\$50,000) for "Caring Letters After the War: Veterans Writing to Veterans to Prevent Suicide," with Mark Reger (School of Medicine/Department of Psychiatry & Behavioral Sciences) and Lori Zoellner (Psychology Department)
- 2017 Data Science Research Award 2017 (\$50,000) for "Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words"
- 2011 MSI grant #4-1715 (\$21,000) to study the company communications, media, and UGC impact on brand, with Daria Dzyabura, John Hauser, and Andrey Mizik
- 2008 Center on Global Brand Leadership, BRITE grant (\$8,000)
- 2007 CeBiz research grant (\$1,000) to study the role of customer satisfaction
- 2007 MSI grant #4-1455 (\$13,000) to study the value of non-financial information, with Isaac Dinner
- 2005 MSI grant # 4-1316 (\$9,000) to study Myopic Marketing Management with Robert Jacobson
- 1999 Dissertation Summer Scholarship, Tilburg University, the Netherlands

Invited Talks, Panels:

1. 2020 Marketing Strategy Consortium, Faculty Fellow, U. Texas, Austin, postponed
2. UT Austin Marketing Department, November 2019
3. 2019 ISMS INFORMS Doctoral Consortium, Rome, June 2019
4. Don Lehmann 50th Anniversary Conference, Columbia, NYC, May 2019
5. 2019 Law & Economics Symposium: Current Topics in Life Sciences, MIT, Boston, May 2019
6. Legal Applications of Marketing Theory Conference, Harvard, Boston, May 2019
7. Women in Marketing Winter AMA Pre-Conference, Austin, TX, February, 2019
8. MSI, Marketing Science Institute, MSI Fall Board of Trustees Meeting, San Francisco, November 2018
9. MSI, Marketing Science Institute, webinar, May 23, 2018
10. Goizueta School of Business, Emory University, February 2017
11. Katz Graduate School of Business, University of Pittsburgh, January 2017
12. NYU, April 2016
13. Lehigh University, April 2016
14. UC Irvine, November 2015
15. 2015 AMA Sheth Foundation Doctoral Consortium, LBS, London, July 2015
16. Washington State University, September 2014

17. 2014 AMA Sheth Foundation Doctoral Consortium, Northwestern U., Evanston, IL, June 2014
18. Doc SIG Symposium, Winter AMA, Orlando, February 2014
19. U of Georgia, February 2014
20. INSEAD, January 2014
21. 2012 AMA Sheth Foundation Doctoral Consortium, UW, Seattle, June 2012
22. U. of Maryland, April 2012
23. North Carolina State University, March 2012
24. 2012 AMA winter conference, FL, February 2012
25. Tinbergen Marketing Research Camp, Erasmus University, Rotterdam, June 2011
26. MIT Sloan School of Management, May 2011
27. Marketing Science Institute (MSI), Workshop on the Mktg-Fin Interface, Boston, May 2011
28. Michael G. Foster School of Business, University of Washington, Seattle, May 2011
29. Boston College, April 2011
30. Marketing Science Institute (MSI), MSI's 50th Anniversary Celebration, Boston, April 2011
31. Association of American Law Schools, Section on Socio-Economics, AALS Annual Meeting, San Francisco, January 2011
32. Invitational Choice Symposium, Florida, May 2010
33. Goizueta School of Business, Emory University, April 2010
34. University of Pittsburgh, April 2010
35. Penn State, March 2010
36. MASB, 2010 Chicago meeting, March 2010
37. Wharton, U. Pennsylvania, February 2010
38. Kenan-Flagler Business School, UNC-Chapel Hill, January 2010
39. MI9, Marketing in Israel conference, December 2009
40. Stern School of Business, New York University, November 2009
41. 2009 AMA Sheth Foundation Doctoral Consortium, GSU, Atlanta, GA, June 2009
42. Yale School of Management, Collaborative & Multidisciplinary Research Conference, Session Chair, May 2009
43. Rensselaer Polytechnic Institute, Lally School of Management & Technology, April 2009
44. USC, Marshall School of Business, marketing department, April 2009
45. MIT Sloan School of Management, marketing department, March 2009
46. Harvard Business School, marketing department, March 2009
47. Duke University, Fuqua School of Business, marketing department, March 2009
48. BRITE Conference, Columbia University, October 2008
49. 2008 AMA Sheth Foundation Doctoral Consortium, UMC, June 2008
50. Georgetown U, marketing camp, April 2008
51. University of Texas (Austin), March 2008
52. Columbia University QMSS seminar, October 2007
53. U of Washington, Ross School of Business, Marketing department, September 2007
54. 2007 AMA Sheth Foundation Doctoral Consortium, Arizona, May 2007
55. Columbia Marketing department PhD seminar, April 2007
56. Columbia Accounting department PhD seminar, January 2007
57. Northwestern University, January 2007
58. Erasmus University, Netherlands, October, 2006
59. University of British Columbia, marketing department, August, 2006
60. U of Washington Accounting department, August 2005
61. HKUST, Hong Kong, marketing department, April 2005
62. MSI third Young Scholars Program, Park City, Utah, January 2005
63. Dartmouth, Time Series Conference, September, 2004
64. Invitational Choice Symposium, Colorado, June 2004

65. MSI research generation workshop, Emory, Atlanta, May 2004
66. UCLA marketing department, May 2004
67. Duke University, Fuqua School of Business, marketing department, February 2004
68. Columbia GSB Accounting department, December 2003
69. Marketing Modelers Group, New York, December 2003
70. Wyeth, Management Science department, September 2003
71. MSI conference on assessing marketing strategy performance, August 2003
72. Harvard Business School marketing department, January 2003
73. MSI Conference on Measuring Marketing Profitability, October 2002
74. UBC marketing department, October 2001
75. Columbia GSB marketing department, October 2001
76. Babson College marketing department, October 2001
77. Michigan State University marketing department, September 2001
78. Rutgers University marketing department, September 2001
79. University of Illinois, Chicago, marketing department, September 2001
80. Eli Lilly & Co, Indianapolis, August 2000
81. Tilburg University, Netherlands, July 1999

Conference Presentations and Talks:

- 2018 Marketing Science conference, Philadelphia, June 2018
- 2018 Theory + Practice Conference, UCLA, May 2018
- 2014 Marketing Science conference, Atlanta, June 2014
- 2013 Marketing Science conference, Istanbul, July 2013
- 2013 Theory and Practice in Marketing, London, May 2013
- 2012 Brands and Branding in Law, Accounting and Marketing, Chapel Hill, NC April 2012
- 2011 Marketing Science conference, Houston, June 2011
- 2011 Marketing Meets Wall Street, Boston University, May 2011
- 2010 Marketing Dynamics Conference, Ozyegin University, June 2010
- 2009 Marketing Dynamics Conference, NYU, August 2009
- 2009 Marketing Science conference, Ann Arbor, MI, June 2009
- 2008 Marketing Science conference, Vancouver, CA, June 2008
- 2007 Four-school conference (Columbia-NYU-Wharton-Yale), NYU, April 2007
- 2007 Marketing Dynamics Conference, University of Groningen, August 2007
- 2006 Marketing Dynamics Conference, UCLA, August 2006
- 2006 Corporate Social Responsibility Conference, London Business School, July 2006
- 2006 Marketing Science conference, Pittsburgh, June 2006
- 2005 Marketing Dynamics Conference, UC Davis, September 2005
- 2005 Marketing Science Conference, June 2005
- 2005 Four-school conference (Columbia-NYU-Wharton-Yale), April 2005
- 2004 Marketing Science Conference, June 2004
- 2003 Marketing Science Conference, June 2003
- 2003 Four-school conference (Columbia-NYU-Wharton-Yale), May 2003
- 2001 UW-UBC Marketing Conference, May 2001

Dissertation Committees:

Eugene Pavlov (2020 expected, first academic position: Assistant Professor of Marketing, University of Miami, FL). Dissertation title: "Increasing Consumer Engagement with Firm-Generated Social Media Content: The Role of Images and Words." Role: Chair.

Dmitry Brizhatyuk (2020 expected). Dissertation title: “Housing Market Cycles, Productivity Growth, and Household Debt.” Role: Graduate School Representative. Chair: Fabio Ghironi

Daria Dzyabura (2012, PhD at MIT – Marketing, first academic position: Assistant Professor of Marketing, NYU). Dissertation title: “Essays on Modeling and Measurement of Consumers’ Decision Strategies.” Role: committee member. Chair: John Hauser

Eelco Kappe (2011, PhD at Erasmus – Marketing, first academic position: Assistant Professor of Marketing, Penn State University). Dissertation title: “The Effectiveness of Pharmaceutical Marketing.” Role: opponent. Chair: Stefan Stremersch

Isaac Dinner (2011, PhD at Columbia – Marketing, first academic position: Assistant Professor of Marketing, IE Business School, Madrid, Spain). Dissertation title: “The Interpretation of Marketing Actions and Communications by the Financial Markets.” Role: co-chair. Co-chairs: Don Lehman and Natalie Mizik

Feng Chen (2008, PhD at Columbia – Accounting, first academic position: Assistant Professor at University of Toronto at Mississauga). Dissertation title: “Capital Market Pressures and Earnings Management: Evidence from U.S. Dual-Class Firms.” Role: committee member. Chair: Bjorn Jorgensen

Seema Pai (2008, PhD at USC – Marketing, first academic position: Assistant Professor at Boston U). Dissertation title: “Does it Matter What People Say about You: The Impact of the Content of Buzz on Firm Performance,” Role: committee member. Chair: S. Siddarth

Marc Badia (2008, PhD at Columbia – Accounting, first academic position: faculty at IESE, University of Navarra, Barcelona). Dissertation essays: “Probability Thresholds and Equity Values,” and “Operating Profit Variation Analysis: Implications for Future Earnings and Equity Values,” Role: committee member. Chair: Doron Nissim

Markus Maedler (2007, PhD at Columbia – Accounting, first academic position: faculty at IESE, University of Navarra, Barcelona). Dissertation title: “Job Rotation and Performance Measurement,” Role: committee member. Chair: Tim Baldenius

Promotion and Tenure Letters:

Indian School of Business
University of Main
Singapore Management University
Ivey Business School, Western University, Canada
UC Riverside
University of Melbourne

Associate Editor:

2012 – present, Customer Needs and Solutions (CNS)
Ad Hoc Guest AE for JM, IJRM

Editorial Review Board Membership:

2011 – present Marketing Science
2008 – present Marketing Letters
2007 – present JMR, Journal of Marketing Research

2010 – 2018 JM, Journal of Marketing
2008 – 2015 IJRM, International Journal of Research in Marketing

Ad Hoc Reviewing:

National Science Foundation, Journal of Accounting and Public Policy, QME, Management Science, Journal of Brand Management, Journal of Business, Journal of Business Research, Health Economics, JAMS, California Management Review, Journal of Retailing, MSI, EMAC, ISBM, ISMS, and others

Management Science Meritorious Service Award (2010), Marketing Science Certificate of Appreciation (2014)

Professional Affiliations:

AAAS, AMA, INFORMS – Member

Conference Organizing and Select Service to the Profession:

Co-Chair for the “Brands and Branding in Law, Accounting, and Marketing” conference, 2012 April (UNC, Chapel Hill)

Member of the Organizing and/or Program Committees for the Marketing Dynamics Conferences:

- MDC 2013 May (UNC, Chapel Hill)
- MDC 2011 July (Jaipur, India)
- MDC 2010 June (Ozyegin University, Turkey)
- MDC 2009 August (NYU)
- MDC 2009 January (U of Waikato, New Zealand)
- MDC 2007 (U of Groningen, Netherlands)
- MDC 2006 (UCLA)
- MDC 2005 (UC Davis)

Member of the Advisory and/or Program Committee:

- Marketing Strategy Meets Wall Street Conference VI, INSEAD, June 16-18, 2019
- Marketing Strategy Meets Wall Street III Conference, Frankfurt, July 7-9, 2013
- Marketing Strategy Meets Wall Street II: Emerging Perspectives from Academics and Practitioners Conference, Boston, MA, May 12 - 14, 2011

Co-organizer of Women in Marketing Academia (AMA 2010, 2013) and Women in Marketing Science (MktgSci 2011, 2012, 2018) meetings

Co-organizer of the ISMS Code of Conduct town hall meeting at the 2018 Mktg Sci conference

Organizing special sessions:

- Marketing Science conferences 2011, 2010
- Theory + Practice conference 2018

Teaching:

UW Foster School of Business

- PhD Course Marketing Performance Measurement
- EMBA Core (North America and Regional): Marketing Management

Technology Management MBA Core: Marketing Management
Global Leadership and Strategy Exec Ed: Strategic Marketing

UNC Kenan-Flagler Business School

MBA Core: Marketing: Core Concepts & Tools

MIT Sloan School of Management

MBA Core: Marketing Management
Executive Education: Entrepreneurship Development Program

Columbia Business School

MBA Core: Marketing Strategy, incl. Business Values and Ethics
MBA Electives: Strategic Marketing Planning, Advanced Mktg Strategy

Executive MBA Core: Marketing Strategy
(Columbia NYC and Berkeley-
Columbia EMBA programs)
Executive MBA Electives: Strategic Marketing Planning
(Columbia NYC and BLOCK) Advanced Marketing Strategy

Teaching and Mentorship Awards and Recognition of Teaching Quality:

2019 *Dean's Award for Excellence in Graduate Teaching*, UW Foster School of Business

2018 *Robert M. Bowen EMBA Excellence in Teaching Award*, UW EMBA program

2018 *Doctoral Business Student Association (DBSA) Faculty Mentor Award* in Marketing Department

2017, 2014, 2013 *Teaching Excellence Award*, UW TMMBA program

2016 Nominated for the University of Washington Distinguished Teaching Award (the highest teaching distinction at the University of Washington)

2016, 2015, 2014, 2013, 2012 *Faculty of the Quarter* in the UW TMMBA program in a vote for a "faculty member who demonstrates outstanding teaching efforts and impact in the classroom," UW Foster School of Business

2011 Nominated for the *Excellence in Teaching Award*, MIT Sloan School of Management

2011, 2010, 2009, 2008 – Voted by the second-year graduating MBA students as their *favorite core professor* and attended as a guest of honor pre-graduation Capstone Meeting (voted in every year the program was in place)

2008-2009 Marketing Association of Columbia *Most Engaging and Dynamic Professor* Award

2008-2009 Marketing Association of Columbia *Best Marketing Class Taken at CBS* Award for the Core MBA Marketing Strategy course

Select UW School Service:

Promotion and Tenure Committee, Faculty Council, Master Programs Committee, Foster Branding Committee, Research Committee (Chair, 2014), Hybrid MBA committee, Awards Committee, various other committees